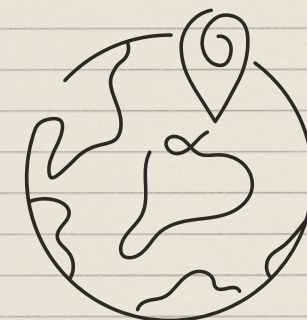


February 2022 ECDA Community Outreach Monthly Report

Prepared by:
Samantha Rocknowski
as of 3/3/2022



February Outreach Events

4th Ward Community Conversation Tuesday, Feb 1st

This event was
recapped at the Feb
Comm. Dev. meeting.

Citizens Advisory Board Tuesday, Feb 8

At February's meeting,
much of the discussion
centered around ideas
for community events
that CAB could plan and
host this year.

United Families Monthly Event Saturday, February 19

This event brings
together several
community
organizations to offer
program information
in Spanish for our
Spanish-speaking
community members.



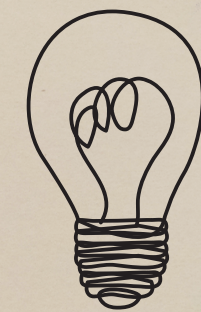
February Outreach Events

Homebuyers Workshop Thursday, February 24

Members of the ECDA team presented information about how to get started with the homebuying process. We had five individuals in attendance and I know at least one person has followed up and submitted an application for our KHIP.

Neighborhood Walks Initiative Feb 11th and 25th

The ECDA walks a neighborhood to connect with residents and share ECDA program information each Friday (weather permitting) at 2pm. Thus far we have had the Salvation Army, Aunt Martha's Clinic, United Families of Kankakee, Riverside, Amita, Duane Dean, and Prairie State Legal Services join us along with the Kankakee Police and some of the alderpeople!





→ 13

→ 13 A

FILM NEGATIVE



→ 14

→ 14 A

FILM NEGATIVE

FILM NEGATIVE

Neighborhood Walks Initiative

We knocked
on 412 doors
in February!



Additional Outreach

Kankakee County Chamber of Commerce Ambassador Meetings Tuesday, February 1

Samantha serves as a Chamber Ambassador where she continues her outreach goals and ECDA's mission alongside fellow Ambassadors.

Continuum of Care Meetings Thursday, March 3

The ECDA has a staff member as president of this group and is able to share City/ECDA updates.

Kankakee County Hispanic Partnership Meetings Friday, February 25

The ECDA has a staff member as a member of this organization and is able to share city/ECDA updates.



Additional Outreach

Kankakee County Community Outreach Meetings

Thursday, February 10

Professionals in communication outreach roles have been meeting together to share information and support each others' local events.

Strong Neighborhoods - Elm House Steering Committee Meetings Tuesday, February 15

This committee has representatives from the city, KSD111, United Way, and residents of the 2nd and 6th wards. The house is at 591 S Elm St and you can stay up to date by joining the Facebook group - facebook.com/groups/elmhouse.



Media and Online Outreach

ECDA Monthly Update Email

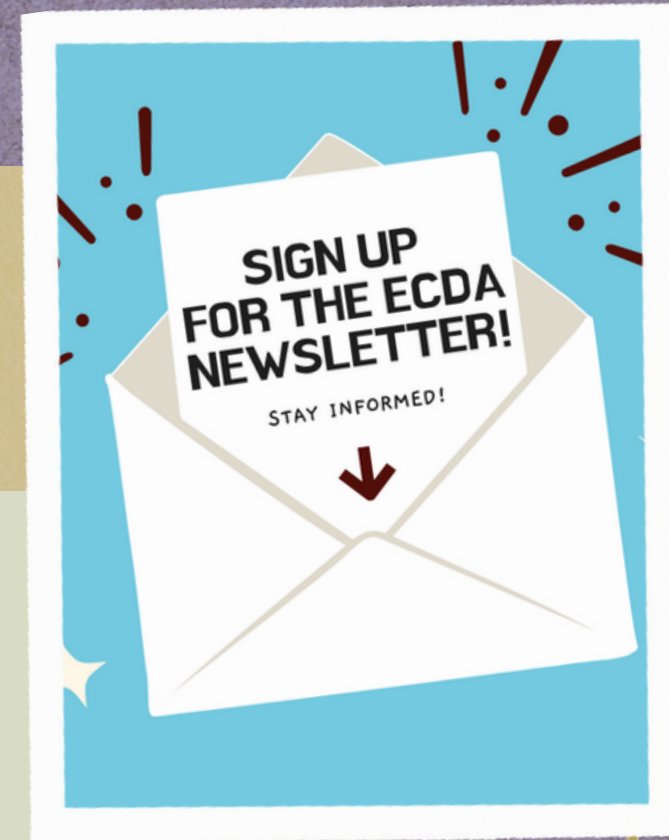
The ECDA monthly update email has a contact list of 678 subscribers. Anyone can sign up for this email list. Please share social media posts encouraging people to sign up! The direct link for the sign up form is **<http://eepurl.com/ham1yr>**.

Successfully Sent: February newsletter sent 2/14 to 666 people
Open Rate: 21.3% - 142 opened

For reference: January Newsletter was sent to 651 people with a 36% open rate

New Contacts:

4 gained from signup link on social media posts in the last month
2 gained from form embedded on ECDA homepage in the last month



Media and Online Outreach

Press/Media Numbers, Social Media and Online Engagement

ECDA-related social media posts

21 during the month of February

For ECDA Posts in January:

Average Facebook Reach: 1,745 people Engagement: 50 people

Average Instagram Reach: 169 people Engagement: 4 people

Average Twitter Impressions: 83 people Engagement: 4 people

Facebook Followers = 7,200 Instagram Followers = 1,847 Twitter Followers = 1,399

Website Views for February:

New Visitors = 409 Main page = 1, 676 Program landing page = 258





Media and Online Outreach

Press Releases

There were none in February.

The Daily Journal:

2/26: Still I Rise hosting financial literacy workshop



Anticipated Upcoming Events

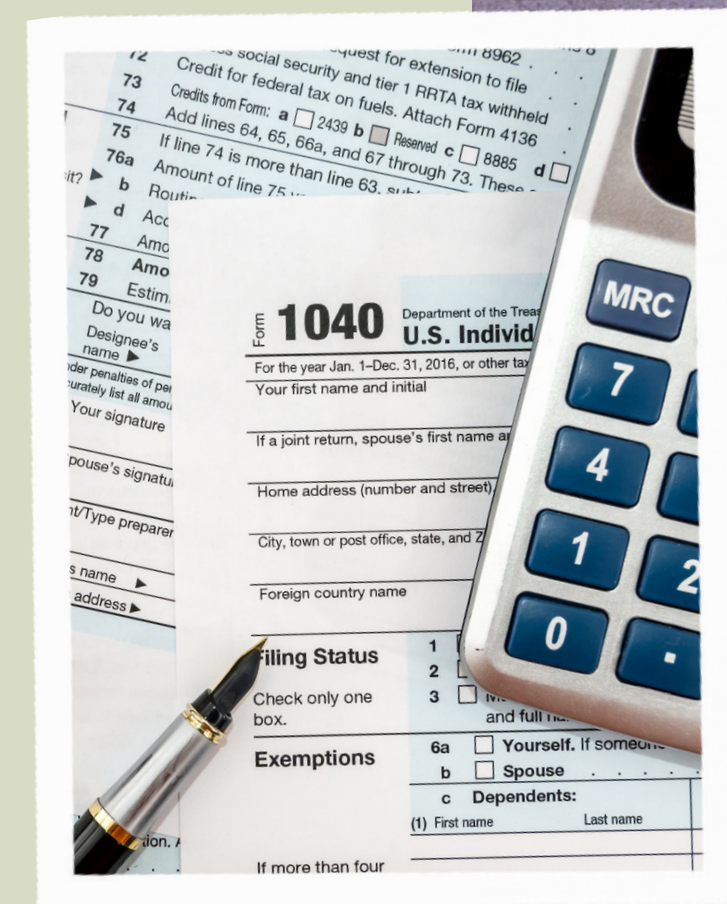
Citizen's Advisory Board
Tuesday, March 8
ECDA Conference Room at 630pm

The Citizen's Advisory Board (CAB) meets monthly.

The Citizen's Advisory Board has OPEN SEATS. If you know someone who may be interested in serving their community in this way, please share the CAB application with them! It can be found at **<https://ecda.citykankakee-il.gov/cab-app.php>**. Please also share the social media posts!

Small Business Taxes 101
Thursday, March 10
ECDA Conference Room at 530pm

This workshop will be presented by Candice Crews of Tackling Taxes and Teresa Jones of Fierce Financial Planning. It is ideal for anyone who recently started their own business and has questions about filing taxes themselves.



Anticipated Upcoming Events



United Families Workshop
Saturday, March 19
Library Auditorium from 9am to 12pm

This free workshop will be entirely in Spanish and feature information about services available to the community, job opportunities, healthcare, and more.

Fire Safety Event for Kids
Saturday, March 19
KVPD Rec Center from 1pm to 3pm

This event will have fire safety information, games and activities for children, and prizes to win!





Upcoming Ward Meetings

1st Ward

Wednesday, March 30th

2nd Ward

Tuesday, April 12th

3rd Ward

End of April - Date?



Program Update

Kankakee wards

- 1st ward
- 2nd ward
- 3rd ward
- 4th ward
- 5th ward
- 6th ward
- 7th ward

SFRP projects

- All items

LEAD projects

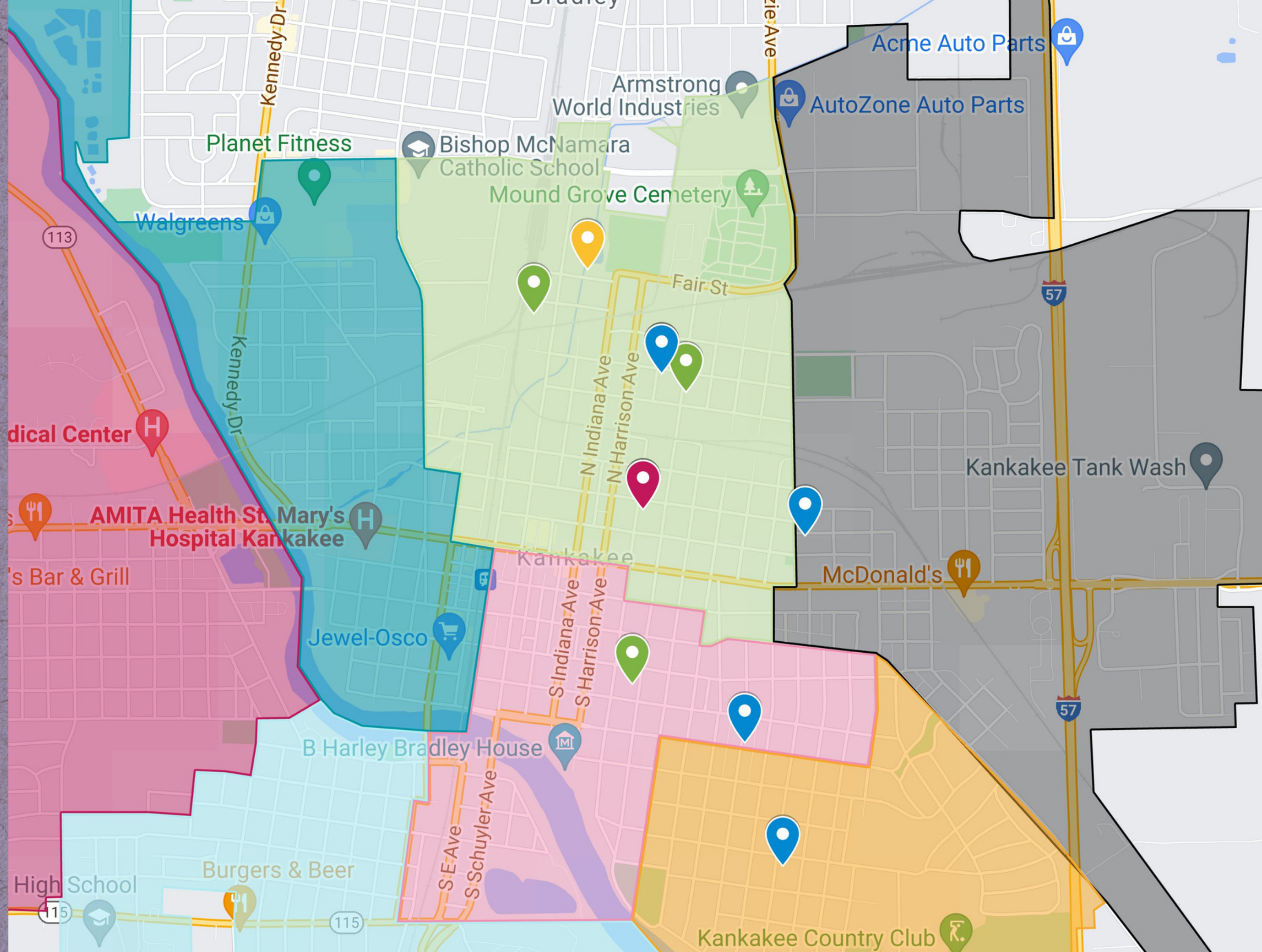
- All items

SFR & HAP

- SFR
- HAP

Demolitions

- All items



Single Family Rehab Program

- 7 applications are approved*
- 5 Projects Completed
- 2 Projects in Process
- 44 waitlist

Lead

- 8 applications approved*
- 5 Projects Completed
- 1 Projects in Process
- 128 applications in process

Strong Communities

- Added APP \$37,500.00
- Coordinate with LB Grant
- Budgeting for DPW activities

Single Family Rehab

- 0 applications approved
- 6 Projects Completed
- 2 Projects in Process
- 20 waitlist

Healthy Homes

- awarded \$1.4 million
- In Program Negotiation
- Waiting for Program Training
- Hiring HH Coordinator

R3 Grant

- Closing out grant in March
- Housing Study being printed

HAP

- 0 applications approved
- 2 Projects Completed
- 0 Projects in Process
- 2 applications in process

Land Bank

- Organizational Start Up
- Regular Board Meetings
- Need to spend grant \$

ARP Programs

- Accepting Applications
- 9 KARPPS distributed
- 2 RRP
- 2 MIRA